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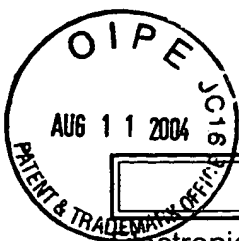
Electronic Filing System (EFS) Data  
Electronic Patent Application Submission  
USPTO Use Only

EFS ID: 66389  
Application ID: 09680622  
Title of Invention: Method and System for  
Addressable and Program  
Independent Advertising during  
Recorded Programs  
First Named Inventor: Gregory Flickinger  
Domestic/Foreign Application: Domestic Application  
Filing Date: 2000-10-06  
Effective Receipt Date: 2004-08-11  
Submission Type: Information Disclosure  
Statement  
Filing Type:  
Confirmation number: 9585  
Attorney Docket Number: T728-10




Total Fees Authorized:

Digital Certificate Holder: cn=Douglas Ryder,ou=Registered Attorneys,ou=Patent and Trademark  
Office,ou=Department of Commerce,o=U.S. Government,c=US  
Certificate Message Digest: f92d58b5e7a28b625b474d04747637e95a2df3f8

**TRANSMITTAL**

Electronic Version v1.1

Stylesheet Version v1.1.0


<b>Title of Invention</b>	<b>Method and System for Addressable and Program Independent Advertising during Recorded Programs</b>									
<p>Application Number: 09/680622 </p> <p>Date: 2000-10-06</p> <p>First Named Applicant: Gregory</p> <p>Confirmation Number: 9585</p> <p>Attorney Docket Number: T728-10</p>										
<p>I hereby certify that the use of this system is for OFFICIAL correspondence between patent applicants or their representatives and the USPTO. Fraudulent or other use besides the filing of official correspondence by authorized parties is strictly prohibited, and subject to a fine and/or imprisonment under applicable law.</p> <p>I, the undersigned, certify that I have viewed a display of document(s) being electronically submitted to the United States Patent and Trademark Office, using either the USPTO provided style sheet or software, and that this is the document(s) I intend for initiation or further prosecution of a patent application noted in the submission. This document(s) will become part of the official electronic record at the USPTO.</p>										
<table border="1"><thead><tr><th>Submitted by:</th><th>Elec. Sign.</th><th>Sign. Capacity</th></tr></thead><tbody><tr><td>Douglas J Ryder Registered Number: 43,073</td><td>/djr/</td><td>Attorney</td></tr></tbody></table>			Submitted by:	Elec. Sign.	Sign. Capacity	Douglas J Ryder Registered Number: 43,073	/djr/	Attorney		
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<table><tr><td>Documents being submitted</td><td>Files</td></tr><tr><td>us-ids</td><td>T728-10_08-11-04_IDS-usidst.xml</td></tr><tr><td></td><td>us-ids.dtd</td></tr><tr><td></td><td>us-ids.xsl</td></tr></table>			Documents being submitted	Files	us-ids	T728-10_08-11-04_IDS-usidst.xml		us-ids.dtd		us-ids.xsl
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	us-ids.dtd									
	us-ids.xsl									
<b>Comments</b>  Comments added at the request of EBC to avoid error messages										



## ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18

Stylesheet Version v18.0

<b>Title of Invention</b>	<b>Method and System for Addressable and Program Independent Advertising during Recorded Programs</b>																																																				
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